

ORDER



Orders
Order / Rev: 683886 - 6
Alt Order #: 06144491
Product Desc: DCCC
Estimate: 1194
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 05/15/12 / 09/28/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact: K Keuleman
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	49	\$93,630.00	\$79,585.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$93,630.00	\$79,585.50	0.00
Totals	49	\$93,630.00	\$79,585.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	24%	\$93,630.00
Market	100%	\$390,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	20%	\$78,025.00
WFTS	15%	\$58,518.75
WMOR	2%	\$7,802.50
WTOG	2%	\$7,802.50
WTTA	2%	\$7,802.50
WTVT	20%	\$78,025.00
WVEA	0%	\$0.00
WWSB	15%	\$58,518.75
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/16/12	10/22/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		2		\$700.00		0.00					
E 2	WTSP	10/16/12	10/22/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$800.00	P-4	0.00	NM	1	\$800.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		2				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTSP	10/16/12-10/22/12		Price Is Right		11a-12p		MTWThF----	:30	(\$800.00)		0.00	NM		
Credited															
3	WTSP	10/16/12	10/22/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		2				\$2,000.00		0.00			
4	WTSP	10/16/12	10/22/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3				\$800.00		0.00			
5	WTSP	10/16/12	10/22/12	5-530a 5-530a 10 News	CM	5-530a	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
10 NEWS-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		1				\$200.00		0.00			
6	WTSP	10/16/12	10/22/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		2				\$500.00		0.00			
7	WTSP	10/16/12	10/22/12	530-6a 530-6a 10 News	CM	530-6a	MTWTF--	:30	1	\$240.00	P-4	0.00	NM	1	\$240.00
10 NEWS-530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		1				\$240.00		0.00			
8	WTSP	10/16/12	10/22/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$500.00		0.00			
E 9	WTSP	10/16/12	10/22/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	4	\$800.00	P-4	0.00	NM	4	\$3,200.00
10 NEWS-NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		4				\$800.00		0.00			
10	WTSP	10/16/12	10/22/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3				\$300.00		0.00			
11	WTSP	10/16/12	10/22/12	7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3				\$2,000.00		0.00			
12	WTSP	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		2				\$300.00		0.00			
13	WTSP	10/16/12	10/22/12	730-8p Jeopardy	CM	730-8p	MTWTF--	:30	3	\$2,400.00	P-4	0.00	NM	3	\$7,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3				\$2,400.00		0.00			

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WTSP-TV

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14	WTSP	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	8-9a (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	3		\$300.00		0.00						
15	WTSP	10/16/12	10/22/12	M-F 930-10a Millionaire	CM	9:30-10A	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	2		\$200.00		0.00						
16	WTSP	10/19/12	10/19/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$9,000.00		0.00						
17	WTSP	10/19/12	10/19/12	Fri Prime A Undercover Boss	CM	Fri 8-9p	----F--	:30	1	\$7,500.00	P-2	0.00	NM	0	\$0.00
UNDERCOVER BOSS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$7,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WTSP	10/15/12-10/21/12		Fri Prime A	Fri 8-9p		----F--	:30	(\$7,500.00)	0.00	NM				
Credited															
18	WTSP	10/20/12	10/20/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
10 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$150.00		0.00						
19	WTSP	10/20/12	10/20/12	Sat 7-730p Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$800.00		0.00						
20	WTSP	10/20/12	10/20/12	Sat 730-8p Young Icons	CM	Sat 730-8p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$800.00		0.00						
21	WTSP	10/20/12	10/20/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$240.00	P-4	0.00	NM	1	\$240.00
CBS THIS MORNING - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$240.00		0.00						
22	WTSP	10/21/12	10/21/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
10 NEWS-11P SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,400.00		0.00						
23	WTSP	10/21/12	10/21/12	NFL Football Game #2* Sat-Su 4-7PM NFL Football	CM	4-7p (4:15 PM-7:00 PM)	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
NFL ON CBS WEEK 3 GM 29/23/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$10,000.00		0.00						
24	WTSP	10/21/12	10/21/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
2 10 NEWS-SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$700.00		0.00						

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WTSP-TV

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24	WTSP	10/21/12	10/21/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
2 10 NEWS-SU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$700.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 10/15/12-10/21/12 Sun 630-7p Sun 630-7p -----Su :30 (\$700.00) 0.00 NM Credited [letterman line 1]															
25	WTSP	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
CBS SUNDAY MORNING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$1,000.00 0.00															
26	WTSP	10/18/12	10/18/12	Thu Prime C The Mentalist	CM	Thu 10-11p	---T---	:30	1	\$8,000.00	P-3	0.00	NM	0	\$0.00
THE MENTALIST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$8,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 10/15/12-10/21/12 Thu Prime C Thu 10-11p ---Th----- :30 (\$8,000.00) 0.00 NM Credited															
27	WTSP	10/18/12	10/18/12	Thu Prime B Big Brother 14	CM	Thu 9-10p	---T---	:30	1	\$8,000.00	P-4	0.00	NM	0	\$0.00
PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$8,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 10/15/12-10/21/12 Thu Prime B Thu 9-10p ---Th----- :30 (\$8,000.00) 0.00 NM Credited															
28	WTSP	10/16/12	10/16/12	Tue Prime A NCIS	CM	Tue 8-9p (8:00 PM-9:00 PM)	-T-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$15,000.00 0.00															
29	WTSP	10/18/12	10/18/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	:30	1	\$8,000.00	P-4	0.00	NM	1	\$8,000.00
PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$8,000.00 0.00															
30	WTSP	10/18/12	10/18/12	Thu Prime C Elementary	CM	Thu 10-11p	---T---	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$8,000.00 0.00															
31	WTSP	10/19/12	10/19/12	Fri Prime A CSI: NY	CM	Fri 8-9p	----F--	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
UNDERCOVER BOSS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$7,500.00 0.00															
													Totals	49	\$93,630.00